

SUPPORTING STATEMENT

Part B: Collection of Information Employing Statistical Methods

B1. Respondent Universe and Sampling methods: All participants who view the films and all event organizers and training leaders will be asked to complete a survey. The participants can range from law enforcement, city officials, community members, and advocates. The films, media, webinars, and website components are available for any person to view. The participants are not selected, they self select to view a film or go to the website. Once they view the film or come to the website, they are provided the opportunity to complete the survey.

B2. Procedures for the Collection of Information: Each participant will be informed at the time of viewing that a short survey will follow their viewing of the film. Additionally, participants will be informed of the specific use of the survey data being collected. The survey will be distributed and collected by the facilitator of the film showing/event. The facilitator will put the completed surveys in a self-addressed, stamped envelope and mail to NIOT.

B3. Methods to Maximize Response Rates and Deal with Issues of Non-Response:

To get the highest level of representation and reliability of data, NIOT has taken, and will take, the following measures to insure a high response rate:

- 1) Surveys are short (estimated to take only 3 – 5 minutes to complete) and designed to be clear and engaging;
- 2) Language used in the survey is easily read and clear;
- 3) Participants will be asked to complete their survey immediately after the viewing of the film;
- 4) The importance of participants' responses, use of the data, and appreciation for their input will be emphasized at the time of survey administration;
- 5) Survey administration will be done in a professional and community friendly manner.

B4. Tests of procedures or methods to be undertaken -

We do not have plans to pre-test the surveys before implementing them. However, together with our evaluation consultant (see below), Not In Our Town/The Working Group carefully assessed the value and shortcomings of the official survey we implemented in conjunction with our 2011 national engagement campaign for the film "Light in the Darkness." The surveys created for this project reflect changes that were recommended at the conclusion of this analysis.

B5. Individuals consulted on statistical aspects of the design and organization/persons collecting and analyzing the data.

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